



ORDER

Flight Dates **08/27/12-08/28/12**

Contract / Revision **308995 /**

Original Date / Revision
08/23/12 08/23/12

Advertiser **Friends of the Majority**

Agency **Multi Media Services Corpor**

Buying Contact

**915 King Street - 2nd Floor
Alexandria, VA 22314**

Product

Friends of the Majority

Agency Com 15%

Billing Contact

**915 King Street - 2nd Floor
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 58500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	14%	8190
KPNX	20%	11700
KPPX	%	0
KSAZ	23%	13455
KTVK	23%	13455
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	19	\$9,945.00	\$11,700.00	0.00
Totals	19	\$9,945.00	\$11,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	08/28/12	19	\$9,945.00	\$11,700.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/27/12	08/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	MT-----	4		\$500.00		0.00					
N 2	KNXV	08/27/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	MT-----	4		\$500.00		0.00					
N 3	KNXV	08/27/12	08/27/12		CM	5pm-530pm	M-----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00



KNXV

Print Date: 08/23/12

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Contract / Revision **308995** Flight Dates **08/27/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser **Friends of the Majority** Product **Friends of the Majority**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5pm-530pm											
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$900.00		0.00			
N 4	KNXV	08/27/12	08/27/12	M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					2	\$1,000.00		0.00			
N 5	KNXV	08/27/12	08/27/12	M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$1,200.00		0.00			
N 6	KNXV	08/27/12	08/27/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$500.00		0.00			
N 7	KNXV	08/27/12	08/28/12	M-F 5-6am	CM	5am-6am	MT-----	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
				M-F 5-6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					4	\$175.00		0.00			
N 8	KNXV	08/27/12	08/27/12	M-F 10-1035pm	CM	10pm-1035pm	M-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					2	\$1,200.00		0.00			
													Totals	19	\$11,700.00